

AN ORDINANCE BY COUNCILMEMBERS MICHAEL JULIAN BOND, AARON WATSON, AND LAMAR WILLIS

AS SUBSTITUTED BY PUBLIC SAFETY/LEGAL ADMINISTRATION COMMITTEE

AN ORDINANCE TO DESIGNATE A CERTAIN AREA OF THE DOWNTOWN SPECIAL PUBLIC INTEREST ZONING DISTRICT (SPI-1) AS A “TEMPORARY ENTERTAINMENT DISTRICT” AS DEFINED IN ATLANTA CODE OF ORDINANCES SECTION 16-28A.010(12)(L), BETWEEN THE DATES OF APRIL 1, 2013 THROUGH APRIL 15, 2012; AND PROHIBITING FREE DISTRIBUTION OF COMMERCIAL PRODUCTS DURING CERTAIN AREAS OF THE CITY BETWEEN APRIL 5, 2013 THROUGH APRIL 9, 2013; AND APPLYING THE CITY’S CRUISING ORDINANCE, CODE SECTION 150-296, TO ADDITIONAL AREAS OF THE CITY BETWEEN APRIL 5, 2013 THROUGH APRIL 9, 2013; TO WAIVE CODE SECTION 138-25(6); AND FOR OTHER PURPOSES.

WHEREAS, Atlanta Code of Ordinances (“Code”) Section 16-28A.010(12)(l), set forth in the Atlanta Sign Ordinance, allows the City to delineate and designate certain areas of the Downtown Special Public Interest Zoning District (SPI-1) a “Temporary Entertainment District” for a period not to exceed thirty (30) consecutive days, in connection with an “Entertainment Event” that meets certain criteria; and

WHEREAS, while wrap signs are generally prohibited in the City, such signs are allowed in a Temporary Entertainment District if permitted pursuant to the standard approval process set forth in the Sign Ordinance; and

WHEREAS, District SPI-1 contains facilities and venues which attract large events. These events draw large crowds that traverse the area on foot, between the hotels and transit stations and facilities and venues, creating potential for conflicts between pedestrians and vehicles over and above that which is normal or customary during other time periods; and

WHEREAS, vending on private property is controlled by licenses that require the approval of plans which are reviewed for site locations and queuing areas that do not impede the safe passage of pedestrians on sidewalks but the distribution of commercial products at no cost make it difficult to accomplish this same public safety goal without additional restrictions; and

WHEREAS, numerous other cities in the United States that compete with the City for the limited number of events that have the capability to have a substantial positive economic impact during a short period of time have created similar processes to restrict certain activities that tend to impede the safe passage of pedestrians and disrupt the free flow of traffic, such that City will be at a disadvantage unless it offers the availability of similar restrictions which are aimed at protection of the event participants and visitors; and

WHEREAS, even though there are often traffic plans and street closures associated with such events, it is in the best interest of the City, its residents and visitors and the travelling public that the City undertake as many reasonable precautions as possible to minimize the conflicts between pedestrians and vehicles in the defined area of a large event where there will be a large volume of pedestrians; and

WHEREAS, the City of Atlanta is the host for the 2013 NCAA Final Four Event, with major sport competitions and activities occurring during the period from April 5, 2013 through April 9, 2013; and

WHEREAS, in addition to basketball games held in the Georgia Dome, the Final Four event will include free concerts at Centennial Park and indoor amusement activities for adults and children (collectively the “Final Four Event”). The Final Four Event is expected to draw large crowds to a fairly small area during a limited period of time.

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF ATLANTA, GEORGIA HEREBY ORDAINS AS FOLLOWS:

SECTION 1: The City hereby finds that the Final Four Event, which begins on April 5, 2013 and ends on April 9, 2013, qualifies as an “Entertainment Event” as defined in Code Section 16-28A.010(12)(l).

SECTION 2: The City hereby designates the area delineated on Exhibit A hereto (the “Event Zone”) as a “Public Entertainment District”, as such term is defined in Code Section 16-28A.010(12)(l), from April 1, 2015 at 12:01 a.m. through April 15, 2013 at 11:59 p.m. Wrap signs may be erected in said Public Entertainment District provided that they are permitted pursuant to the City’s standard permitting process set forth in the Atlanta Sign Ordinance and meet the criteria established in Code Section 16-28A.010(12)(l).

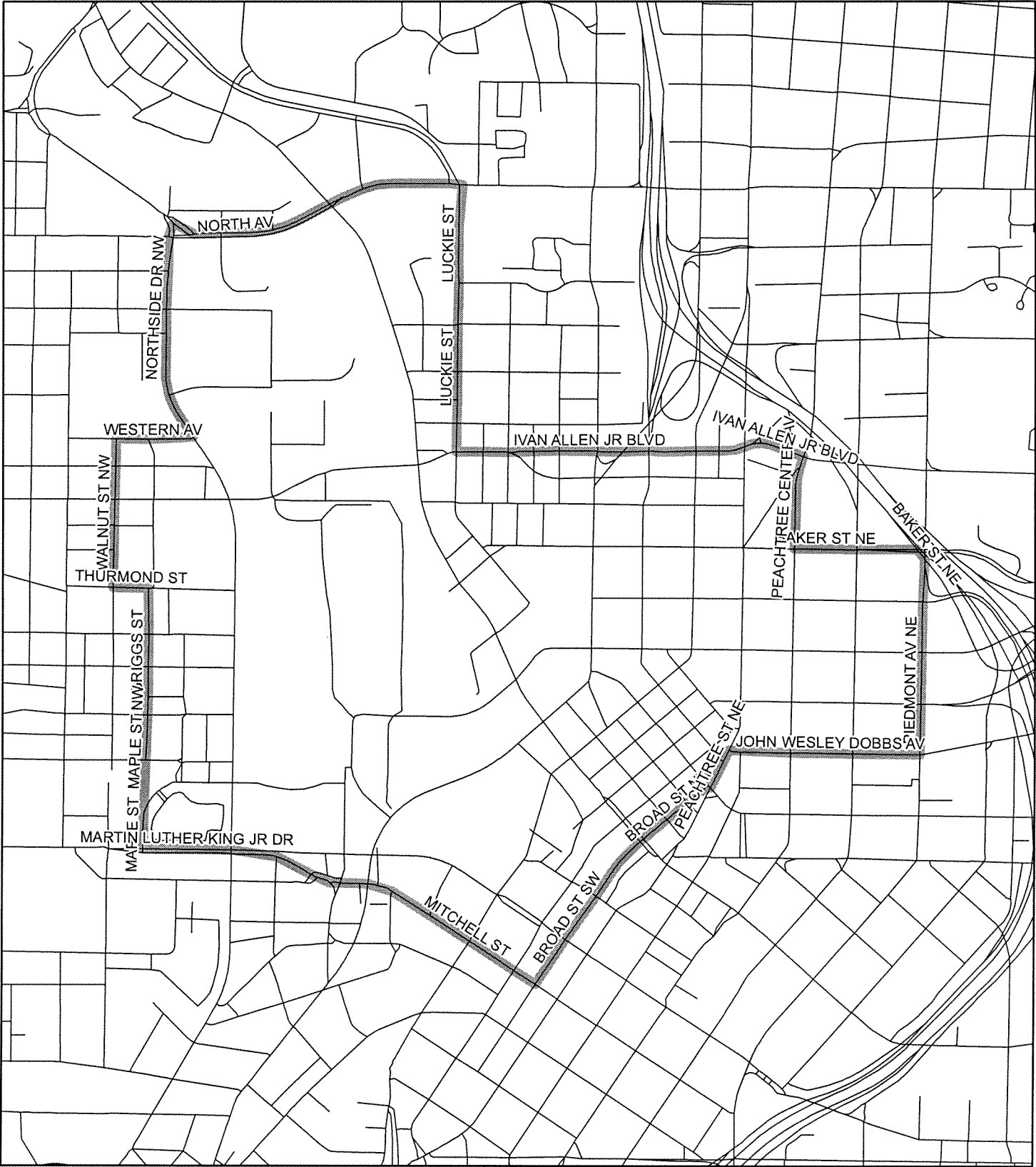
SECTION 3: It shall be unlawful for any person, business, organization or other entity to distribute commercial products at no cost within the Event Zone between Friday April 5, 2013 at 9:00 a.m. through Tuesday April 9, 2013 at 9:00 a.m. As used in this ordinance, “commercial product” shall mean a product manufactured for the purpose of economic gain. This prohibition shall not apply to individuals distributing commercial products to family members and/or friends.

SECTION 4: Between Friday April 5, 2013 at 9:00 a.m. through Tuesday April 9, 2013 at 9:00 a.m., the Event Zone shall be included in subsection (a)(2) of the Atlanta Code of Ordinances Section 150-296 entitled “Cruising on public streets”. During those times, “cruising”, as defined in Code Section 150-296, shall be prohibited in the Event Zone, provided that ample signs are erected in or near the Event Zone to place drivers on notice of the prohibition. The number and location of signs shall be determined by the Atlanta Police Department.

SECTION 5: City Code Section 138-25(6) prohibiting advertisements or mercantile displays on bridges is hereby waived for the pedestrian bridge over Andrew Young International Boulevard between April 2, 2013 and April 11, 2013.

SECTION 6: Any ordinances and resolutions in conflict herewith are hereby waived for purposes of this Ordinance only, and only to the extent of the conflict.

Exhibit 'A'



AN ORDINANCE

BY: COUNCILMEMBERS MICHAEL JULIAN BOND, AARON WATSON, AND LAMAR WILLI S

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WHEREAS, Atlanta Code of Ordinances ("Code") Section 16-28A.010(12)(L), set forth in the Atlanta Sign Ordinance, allows the City to delineate and designate certain areas of the Downtown Special Public Interest Zoning District (SPI-1) a "Public Entertainment District" for a period not to exceed thirty (30) consecutive days, in connection with an "Entertainment Event" that meets certain criteria; and

WHEREAS, while wrap signs are generally prohibited in the City, within SPI-1 sub-areas 1 and 5, such signs are allowed temporarily in a Public Entertainment District if permitted pursuant to the standard approval process set forth in the Sign Ordinance; and

WHEREAS, District SPI-1 contains facilities and venues which attract large events. These events draw large crowds that traverse the area on foot, between the hotels and transit stations and facilities and venues, creating potential for conflicts between pedestrians and vehicles over and above that which is normal or customary during other time periods; and

WHEREAS, vending on private property is controlled by licenses that require the approval of plans which are reviewed for site locations and queuing areas that do not impede the safe passage of pedestrians on sidewalks but the distribution of commercial products at no cost make it difficult to accomplish this same public safety goal without additional restrictions; and

WHEREAS, numerous other cities in the United States that compete with the City for the limited number of events that have the capability to have a substantial positive economic impact during a short period of time have created similar processes to restrict certain activities that tend to impede the safe passage of pedestrians and disrupt the free flow of traffic, such that City will be at a disadvantage unless it offers the

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